MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK3084– MARKETING RESEARCH

(All sections / Groups)

5th March 2018
9.00am to 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **FIVE (5)** questions only (Excluding the Cover Page)

2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer ALL FIVE (5) questions.

Question 1

Discuss the role of theory, in conducting a marketing research.

(20 marks)

Question 2

i. Describe the THREE specific objectives for designing a questionnaire.

(10 Marks)

ii. Explain briefly the TEN steps involved in questionnaire design process.

(10 marks)

(Total 20 marks)

Question 3

Develop a series of constant sum scaling technique, comparing the quality of service provided by any **THREE** (3) automobile service centres in Malaysia.

(20 marks)

Question 4

Construct **FIVE (5)** statements for measuring, *on-line shopping* adoption among households, using five (5) point Likert scale.

(20 marks)

Continued...

Question 5

Define the appropriate target population and the sampling frame for each of the following situations:

i. Maxis intends to examine the intended usage of its network for customers below 21 years.

ii. McDonald would like to explore the preferences of its' current customers.

iii. TV3, the local TV station would like to study the Malaysian households' viewing habits of its programs.

iv. A very popular florist intends to analyse the on-line purchasing behaviour of her customers.

(Each answer is 5 marks. Total marks = 20)

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